



**PROSTATE  
CANCER UK**

**Join us as our  
Director of  
Fundraising**

Appointment brief: September 2023



## A WORD FROM OUR CHIEF EXECUTIVE

Thank you for your interest in joining us as our new Director of Fundraising at Prostate Cancer UK – one of the UK's most vibrant and vital cancer charities.

Every man needs to know about the most common cancer in men – prostate cancer. It's a real and present danger that takes over 12,000 of our dads, grandads, brothers and friends each year. It shouldn't be this way.

We have a vision of a world where every man has the power to navigate prostate cancer. In practical terms, this means funding ground-breaking research, supporting men with advice and information, influencing for change in UK policy and health services and raising people's awareness about this poorly understood disease. We need to grow our income to keep pace with our ambition and have been successful in doing that over recent years, but we now want to accelerate that further.

Now is an incredibly exciting time to join Prostate Cancer UK and this role offers a compelling opportunity to lead a strategy that will maximise our profile, impact and reach to generate sustainable income growth for the long-term, enabling us to save and improve the lives of more men affected by prostate cancer.

As our new Director of Fundraising, you'll be joining a dynamic, forward-thinking, and creative executive board and leading an energetic and talented Fundraising team. We're looking for an enterprising, ambitious and strategic leader with a strong track record of growing a mixed income portfolio and the ability to maximise opportunities with our networks and corporate partners, as well as spot new opportunities for growth. You'll be a strategic thinker who has the skills to contribute towards the wider strategy of Prostate Cancer UK as a member of the Executive Leadership Team and to lead and develop a high performing team. As importantly, you'll be collaborative and collegiate, you'll be skilled at driving through change and transformation and enjoy taking people with you on that journey. Whatever your background, you'll be united in our goal to fight against prostate cancer.

If you think you bring the skills, experience, and drive we're looking for, I hope you'll be inspired to find out more.

**Laura Kerby, Chief Executive**



## AN INTRODUCTION: WHY WE'RE HERE



We are Prostate Cancer UK, and we're on a mission to give every man the power to navigate this complex disease. We take the time to understand the individual needs of men to give them expert advice and support, so they can make informed choices. Whether they're learning about their risk of prostate cancer or finding their way through it, we're always on hand with the knowledge and experience men need to find the right path.

Prostate cancer is curable if caught early. That's why we work across all communities to build a better understanding of prostate cancer. We're investing millions in research to revolutionise testing, treatment and care. And blazing a trail to a screening programme that could save thousands of lives with regular, accurate tests for all men at risk.

We believe every man's life is unique and remarkable. That's why all of us at Prostate Cancer UK make every pound and minute spent, every conversation, and every idea contribute to a better world for men and those who love them.

So, no man is left behind.

## OUR WORK



### 'The good cancer' our brand film

[Watch here](#)

*"My diagnosis came too late. But by the time my sons are my age, a doctor might sit in front of my son and say 'Your screening caught it in time, and the treatments can sort this out without side-effects'. And THAT will be good."*

**Patrick Williams**



### Our impact 2022-23:

[Read more](#)



### Our research strategy 2020-2030: More cures, less harm

[Read more](#)



### Campaign spotlight

[Read more](#)

# OUR STRATEGIC PRIORITIES

1

WHAT MEN NEED:

**Knowledge about their risk and the power to act on it**

WHAT WE AIM TO DO:

**Reach and activate more men to make an informed choice about their prostate cancer risk**

2

WHAT MEN NEED:

**Equal care everywhere**

WHAT WE AIM TO DO:

**Reduce health inequalities and become relevant to the communities most impacted, starting with Black men**

3

WHAT MEN NEED:

**Screening as soon as possible**

**Powerful, personalised treatments to save and extend their lives**

WHAT WE AIM TO DO:

**Accelerate earlier diagnosis and access to better treatments**

4

WHAT MEN NEED:

**Support every step of the way**

WHAT WE AIM TO DO:

**Transform the experience and support for men with prostate cancer to live and die well**

**A** Build a trusted brand that articulates our ambition and achievements, and resonates with all men.

It should feel trustworthy and emotionally connected to those at highest risk. It should enable meaningful partnerships with corporate partners, the healthcare sector, and the research community.



**PROSTATE  
CANCER UK**

**B** Become a £50 million charity by 2027, allowing us to double the investment in research.

➔ **£50M**

**TO DRIVE THE  
CHANGE WE WANT  
TO SEE, WE NEED TO...**

**C** Attract the best talent and develop a motivated and skilled workforce that are resilient and adaptable to change, with an inspiring culture that's well-connected and supported to achieve strategic goals.



**D** Use data and technology to understand the behaviours and motivations of our supporters and service users.



This means we can make evidence-based decisions, to spot opportunities, and constantly improve our products and services to create the best possible experience.

# OUR VISION FOR THE FUTURE



**Every man over 45 in the UK understands their risk of prostate cancer. And has the information and tools to act on it.**



**Ethnicity, location or income don't dictate your chances of survival, quality of life or quality of care.**



**Every man at risk is invited for regular, accurate tests to help catch prostate cancer early enough for a cure.**



**Every man receives effective treatment that's personalised to his needs, giving him the best chance of saving and extending his life.**



**Every man with prostate cancer gets the best support and information to make their experience of navigating the disease as comfortable as possible. Especially those who die from prostate cancer, and their loved ones.**

# LEAVE NO MAN BEHIND

Promise

Values

## IN THE KNOW

## IN YOUR CORNER

## MAKE IT COUNT

Behaviours

### Generous with knowledge

Switched on and well-connected, we share our expertise and make informed decisions.

### Naturally curious

Constantly learning and hungry for knowledge, we challenge and push for answers.

### Got your back

Unembarrassed and reassuring, we listen, understand and stand up for those in need.

### Open to all

Inclusive and open-minded, we recognise everyone is unique and embrace different perspectives.

### Do what matters

Impossible to ignore, we focus on what matters to drive results and maximise our impact.

### Never settle

Fired up and restless, we make a difference in everything we do – and are excited to give our best.

**Valuably different culture and brand experience**



## **YOUR ROLE AS DIRECTOR OF FUNDRAISING**

The purpose of the role is to maximise our profile, impact and reach, to generate sustainable income growth for the long-term, enabling us to deliver on our strategy and save and improve the lives of men affected by prostate cancer.

Your role will be to build a values-led and ambitious fundraising programme. Leading and motivating a talented team of fundraisers, and engaging with supporters through a variety of innovative fundraising activities.

As a member of the Leadership Team, you'll work collaboratively to help drive Prostate Cancer UK through the next phase of our growth and development.



# ROLE DESCRIPTION: WHAT YOU DO



## Strategy

- Refine and refresh our fundraising strategy to ensure it offers a platform for continued growth, embodies fundraising best practice and positions the Fundraising team to take advantage of opportunities when they arise, while adapting to challenges as necessary
- Act as a member of the Leadership Team, supporting the direction of the collective organisational strategy and business plans
- Allocate investment on the basis of informed analysis and embed a culture of innovation so we consistently deliver supporter-focused fundraising propositions and products
- Foster a culture of innovation and ambition and maximise the profile and reach of our communications and influencing agendas
- Develop and manage a portfolio of key relationships, ensuring we build high-value partnerships across many different sectors
- Act as a champion of Fundraising across the organisation, ensuring the whole charity understands the value of fundraising and our fundraising represents our values as an organisation

## Leadership

- Ensure effective joint working across the organisation, where all departments work collaboratively to achieve our strategy
- Contribute as a fundraising specialist in strategy implementation, business planning, budgeting and reporting
- Collaborate with the Leadership Team and Team Heads to provide strategic solutions to challenges as they arise, promoting a culture of open reflection, experimentation, and innovation

- Work with the Director of Communications and their team to embed a unified approach to fundraising, marketing and engagement activities
- Lead the Fundraising Heads to develop realistic, measurable and deliverable strategies and implementation plans that ensure we're consistently inspiring supporters, developing networks and growing income
- Role model our values and behaviours, driving strong engagement and morale across the team, ensuring Fundraising and the broader charity is a great place to work

## Transformation

- Shape and lead the implementation of new ways of working, processes and systems within Fundraising and across the charity that support greater efficiency and resource flexibility
- Demonstrate best practise in change leadership, creating clarity, focus and engagement across the team to move their ways of working

## High-level operations

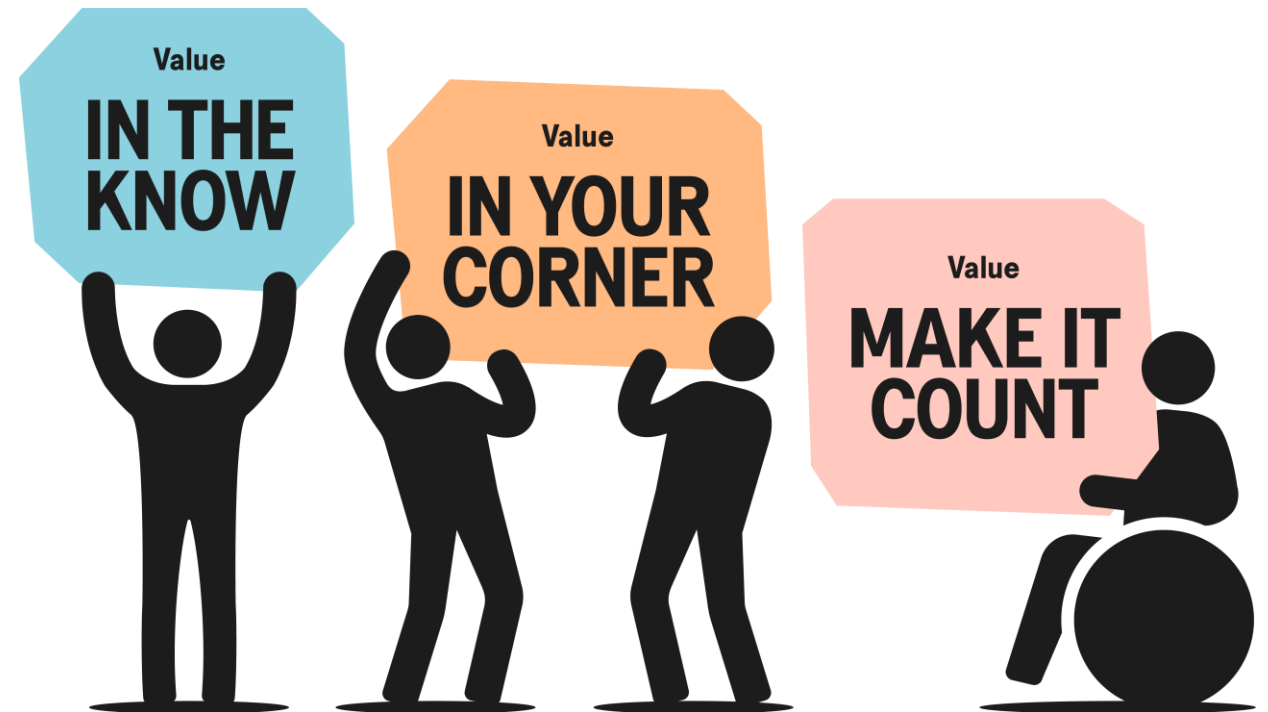
- Deliver the annual income target within budget, and optimise opportunities to exceed income projections
- Ensure all activities are compliant with internal policies, relevant UK legislation and sector best practice
- Ensure effective monitoring, evaluation and reporting is in place for fundraising and engagement activities, using a series of indicators to ensure we fundraise in a manner which matches our values and ethics as an organisation

## ROLE DESCRIPTION: WHO YOU ARE

- A successful fundraising leader, confident in two or more areas of fundraising, ideally including philanthropy, corporate, mass fundraising or community and events
- Highly developed people leadership skills, evidence of leading, building and retaining ambitious fundraising teams within a fast-paced charity environment
- Strategic thinker with a holistic, cross-organisational approach
- Demonstrable understanding of the principles of a customer centric, data and insight led approach
- Experience working at leadership team level and with Trustees
- Experience at managing and leading high-level external relationships
- Natural collaborator and team player
- Excellent communicator, with a proactive approach to driving positive change and innovation and leading by example
- Ability to manage change, stay calm and make informed decisions quickly

I may have some optional extras:

- Experience of delivering a fundraising appeal
- Experience of working for a health-specific charity



# THE PRACTICAL NUTS & BOLTS



**Reports to:** Chief Executive

**Contract:** Permanent

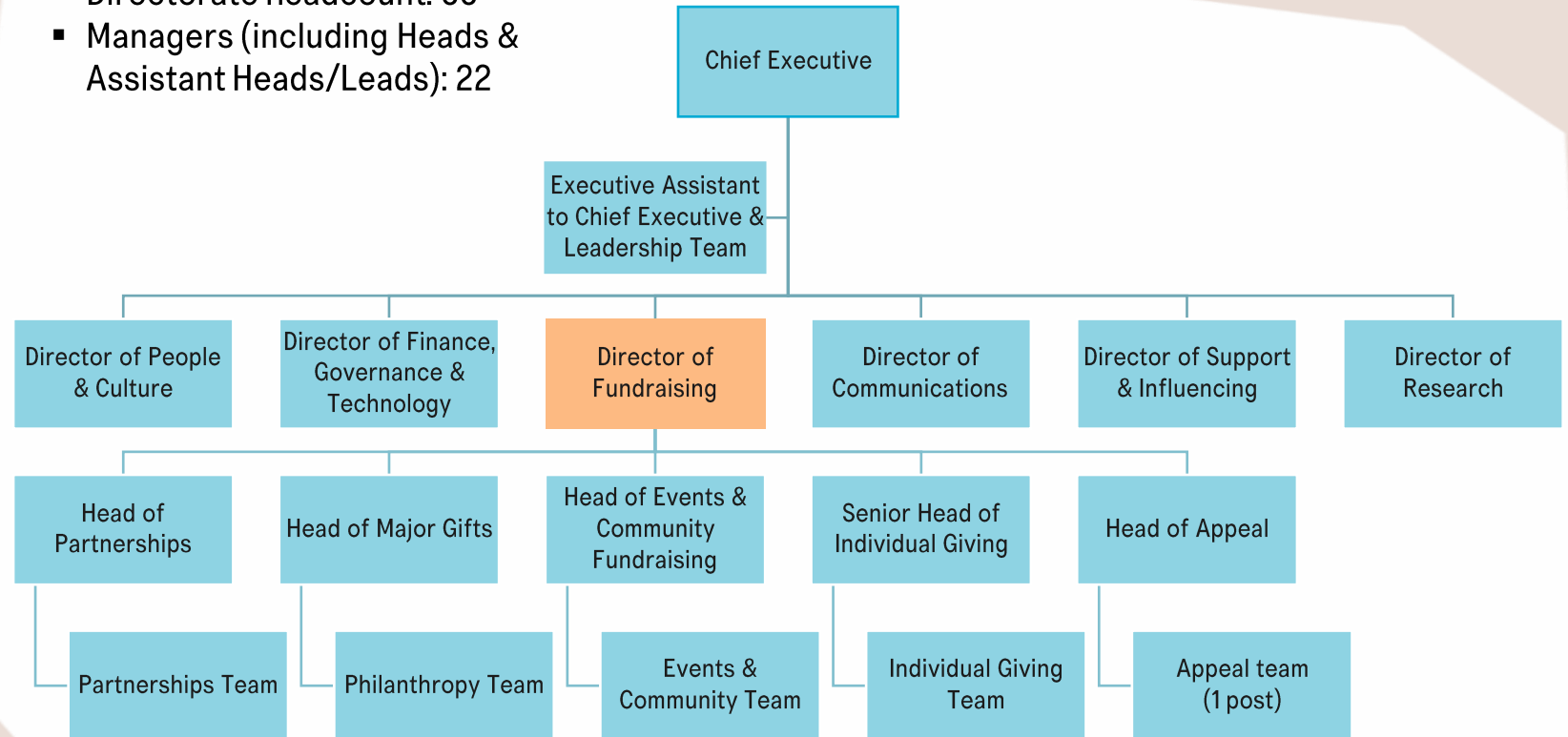
**Hours:** Full time, 37.5 hours per week

**Location:** London Bridge office and home based



## Team structure

- Directorate headcount: 55
- Managers (including Heads & Assistant Heads/Leads): 22



# WHAT WE OFFER

## Salary

The salary for this role is circa £95,000 per year on a full-time permanent basis.

## Time off

We offer all colleagues **28 days annual leave, plus bank holidays**. Once you've completed five years' service, you can apply for a sabbatical.

## Agile and flexible working

Where we can accommodate it, we invite our colleagues to work flexibly. You can vary your location, working hours and days to help you perform at your best and have a good work/life balance.

Our core working hours are 10am to 4pm Monday to Friday, unless otherwise agreed. We've adopted agile working in our London office, so most of our colleagues hot desk each day.

## Employee assistance programme

Through our independent provider, we offer a free, confidential telephone service for everyone in our team, their spouse/partner and any children under the age of 21 living at home. This service offers guidance on a wide range of topics, such as money management, legal queries, stress, domestic matters, bereavement, emotional problems and more.



## Discounted gym membership

We've teamed up with Fitness First to offer a great 50% discount on multi-gym membership.

Our closest gym – Cottons London Bridge – is one of only a small number of premier gyms offering a wide range of facilities and is just a minute from our London office; or you can use any of their 45 other locations in London.

# WHAT WE OFFER

## Pensions

- If you pay 3%, we'll pay 5%
- If you pay 4%, we'll pay 6%
- If you pay 5%, we'll pay 7%

One Pension Consultancy, our independent pension advisor, can also offer free, confidential advice about individual pension queries.

## Season ticket loan

You can pay off the cost of an annual rail travel card through deductions from your salary each month, interest free.

## Cycle to work scheme

You can buy a new bike and pay it off in monthly instalments through deductions from your salary (up to £1,000).

## Career development

As a member of our team, you'll be doing everything you can to help us beat prostate cancer. And we'll be doing everything we can to support you every step of the way. We're committed to helping all of our colleagues develop their skills and reach their full potential.

From face-to-face training to secondments and volunteering – you'll have all the opportunities you need to make the right moves for you. With one third of our vacancies filled internally, our record speaks for itself.



## And that's not all...

- Life assurance: 3 x annual salary
- Free income protection scheme
- Enhanced maternity, paternity and adoption pay
- Enhanced sick pay
- Benefits portal offering discounts for high street shops

# HOW TO APPLY

We hope you'll consider making an application.

If you have questions about the appointment and would find it helpful to have an informal conversation, please contact [rebecca.oconnor@starfishsearch.com](mailto:rebecca.oconnor@starfishsearch.com) or [toni.anderson@starfishsearch.com](mailto:toni.anderson@starfishsearch.com) and we'll be happy to arrange a call.

To make an application, please [visit the Starfish website](#) and click the 'apply' button, with the following prepared:

- Your CV (no more than three sides)
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet what we're looking for

**Application closing date**  
**Preliminary interviews with Starfish**  
**Agreement of final shortlist**  
**Interviews with Prostate Cancer UK**

Friday 20 October 2023  
w/c 6 November 2023  
w/c 13 November 2023  
w/c 20 November 2023

